C7715-3
4/3/84 A

JANUARY
1989

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '89 VS '88	% IND	
	1989	1988		1989	1988
CHRYSLER	18720	23606	79.30	2.55	3.01
(LeBaron)	6656	11818	56.32	.91	1.50
(New Yorker)	9945	5768	172.42	1.35	.74
(5th AVE)	1596	5412	29.49	.22	.69
(Imperial)	-	-	-	-	-
DODGE	32883	32942	99.85	4.50	4.20
(Daytona)	3467	4865	71.18	.47	.62
(Shadow)	5798	5698	101.76	.79	.73
(Spirit)	1931	-	-	.26	-
(Dynasty)	8833	2487	355.17	1.23	.32
(Aries)	5521	8686	63.56	.75	1.10
PLYMOUTH	19562	24545	79.38	2.67	3.15
(Horizon)	3081	3034	101.55	.42	.39
(Sundance)	6140	4926	124.64	.84	.63
(Acclaim)	1916	-	-	.26	-
(Reliant)	5130	10150	50.54	.70	1.30
(Laser)	76	-	-	.01	-
EAGLE	5230	4746	110.20	.71	.61
(Premier)	2917	786	371.12	.39	.10
CHRYSLER MTRS CORP	76405	85979	88.87	10.43	10.97
FORD	124831	116728	107.36	17.04	14.85
(Escort)	29332	29726	98.67	4.01	3.79
(Probe)	9047	-	-	1.23	-
(Mustang)	14031	11080	126.86	1.91	1.41
(Tempo)	22580	19315	116.90	3.08	2.47
(Taurus)	26851	32731	81.83	3.66	4.19
(Crown Victoria)	7361	8550	83.11	1.09	1.09
(Thunderbird)	8964	10367	86.47	1.22	1.32
LINCOLN	15866	13144	120.71	2.16	1.68
MERCURY	33756	34823	96.79	4.56	4.44
(Topaz)	7593	5118	148.36	1.04	.65
(Sable)	8241	8942	92.61	1.14	1.14
(Cougar)	6745	7817	81.81	.87	1.00
(Grand Marquis)	7618	7933	85.99	1.04	1.01
LINC/MERC DIV	51125	48590	105.00	6.98	6.21
FORD MOTOR CO	176016	165318	106.66	24.02	21.06
BUICK	39285	46489	84.50	5.36	5.93
(Skyhawk)	1535	2680	57.28	.21	.34
(Somerset/Skylrk)	3615	4363	82.86	.49	.56
(Century)	10934	9060	121.13	1.51	1.15
(Regal)	6156	9073	67.94	.84	1.16
(Riviera)	1483	1179	126.29	.20	.15
(Reatta)	452	12	-	.05	-
CADILLAC	21653	18468	117.28	2.96	2.36
(Allante)	180	276	65.22	.02	.04
(Eldorado)	2278	2126	107.15	.32	.27
(Seville)	2121	2051	103.41	.29	.26
CHEVROLET	96944	109050	88.90	13.22	13.92
(Nova)	2661	4557	58.39	.36	.58
(Celebrity)	18013	19883	90.59	2.46	2.54
(Corsica)	11666	11481	101.61	1.59	1.47
(Beretta)	11204	10806	103.68	1.53	1.38
(Cavalier)	25352	27110	87.70	3.27	3.48
(Camaro)	7874	5951	132.34	1.07	.76
(Corvette)	1143	1713	66.73	.16	.22
(Monte Carlo)	243	3878	6.27	.03	.49
OLDSMOBILE	45034	49353	91.25	6.14	6.30
(Calais)	7146	6674	107.07	.98	.85
(Cutlass Ciera)	14773	16364	90.28	2.00	2.09
(Cutlass)	8202	4305	190.52	1.12	.55
(Toronado)	640	1080	59.26	.09	.14
PONTIAC	52765	52511	101.26	7.20	6.65
(Sunbird)	5870	5571	105.37	.80	.71
(Grand AM)	16190	15286	105.91	2.22	1.95
(6000)	5046	8435	71.68	.82	1.08
(Bonneville)	6719	10734	62.78	.92	1.37
(Firebird)	3580	3967	85.20	.46	.51
(Fiero)	528	2068	25.53	.07	.26
(Grand Prix)	8505	1945	437.28	1.16	.25
GEN MTRS CORP	255703	275471	92.82	34.88	35.16
Misc Domestic	2	1	114.29	-	-
Other Import	224745	257085	87.42	30.67	32.81
U S TOTAL	732878	783526	93.54		

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UNITED STATES SUMMARY
JANUARY 1989 ISSUED 03/89

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1988
	1989	1988		1989	1988	
CHRYSLER	18720	23606	79.30	2.55	3.01	283794
(LeBaron)	6656	11818	56.32	.91	1.50	140580
(New Yorker)	9945	5768	172.42	1.35	.74	94722
(5th AVE)	1596	5412	29.49	.22	.69	38943
(Imperial)	-	-	-	-	-	-
DODGE	32893	32942	99.85	4.50	4.20	496330
(Daytona)	3463	4865	71.18	.47	.62	70462
(Shadow)	5798	5698	101.76	.79	.73	89248
(Spirit)	1931	-	-	.26	-	2438
(Dynasty)	8833	2487	355.17	1.23	.32	76822
(Aries)	5521	8686	63.56	.75	1.10	101357
PLYMOUTH	19562	24645	79.38	2.67	3.15	333162
(Horizon)	3081	3034	101.55	.42	.39	59765
(Sundance)	6140	4926	124.64	.84	.63	87308
(Acclaim)	1916	-	-	.26	-	2273
(Reliant)	5130	10150	50.54	.70	1.30	110516
(Laser)	76	-	-	.01	-	-
EAGLE	5230	4746	110.20	.71	.61	61996
(Premier)	2917	786	371.12	.39	.10	37518
CHRYSLER MTR/TOT	76405	85939	88.91	10.41	10.97	1175282
FORD	124891	116328	107.36	17.04	14.85	1577544
(Escort)	29332	29726	98.67	4.01	3.79	384923
(Probe)	9047	-	-	1.23	-	68106
(Mustang)	14031	11060	126.86	1.91	1.41	169552
(Tempo)	22580	19315	116.90	3.08	2.47	278647
(Taurus)	26851	32791	81.89	3.66	4.19	376915
(Crown Victoria)	7961	8550	93.11	1.09	1.09	113331
(Thunderbird)	8964	10367	86.47	1.22	1.32	118510
LINCOLN	15866	13144	120.71	2.16	1.68	190477
MERCURY	33356	34823	95.79	4.56	4.44	481323
(Topaz)	7593	5118	148.36	1.04	.65	85936
(Sable)	8281	8942	92.61	1.14	1.14	118117
(Cougar)	6395	7811	81.81	.87	1.00	102415
(Grand Marquis)	7615	7913	95.99	1.04	1.01	115141
LINC/MERC DIV	51125	48690	105.00	6.98	6.21	684083
FORD MOTOR CO.	176016	165018	106.66	24.02	21.06	2261627
BUICK	39285	46489	84.50	5.36	5.93	578531
(Skyhawk)	1535	2680	57.28	.21	.34	26074
(Somerset/Skylrk)	3615	4363	82.86	.49	.56	58029
(Century)	10974	9060	121.13	1.51	1.15	130337
(Regal)	6164	9073	67.94	.84	1.16	123196
(Riviera)	1489	1179	126.29	.20	.15	11287
(Reatta)	452	12	-	.06	-	3893
CADILLAC	21659	18468	117.28	2.96	2.36	259745
(Allante)	180	276	65.22	.02	.04	3191
(Eldorado)	2278	2126	107.15	.32	.27	30763
(Seville)	2121	2051	103.41	.29	.26	22183
CHEVROLET	96944	109050	88.90	13.22	13.92	1469362
(Nova)	2661	4557	58.39	.36	.58	96286
(Celebrity)	18013	19883	90.59	2.46	2.54	252359
(Corsica)	11666	11481	101.61	1.59	1.47	194680
(Beretta)	11204	10906	103.68	1.53	1.38	180153
(Cavalier)	23952	27310	87.70	3.27	3.48	306931
(Camaro)	7874	5950	132.34	1.07	.76	99052
(Corvette)	1143	1713	66.73	.16	.22	22927
(Monte Carlo)	243	1378	17.64	.03	.18	30191
OLDSMOBILE	45034	49353	91.25	6.14	6.30	708313
(Calais)	7146	6674	107.07	.98	.85	104828
(Cutlass Ciera)	14773	16364	90.28	2.00	2.09	235484
(Cutlass)	8202	4305	190.52	1.12	.55	112099
(Toronado)	640	1080	59.26	.09	.14	15052
PONTIAC	52765	52111	101.26	7.20	6.65	759434
(Sunbird)	5870	5571	105.37	.80	.71	82078
(Grand AM)	16190	15286	105.91	2.22	1.95	226012
(6000)	6046	8435	71.68	.82	1.08	96734
(Bonneville)	6739	10734	62.78	.92	1.37	107033
(Firebird)	3380	3967	85.20	.46	.51	57413
(Fiero)	528	2068	25.53	.07	.26	24106
(Grand Prix)	8505	11945	437.28	1.16	.25	97700
GEN MTRS CORP	255703	275477	92.82	34.88	35.16	3775634
Misc. Domestic	8	7	114.23	-	-	156
Other Import	224746	257085	87.42	30.67	32.81	3265164
U.S. TOTAL	732878	783526	93.54			10477863

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	4	-	4	73	5.48	-	.02
Chevrolet	94377	25.46	94377	95207	99.13	25.46	24.46
Chrysler	-	-	-	-	-	-	-
Dodge	41192	11.11	41192	43069	95.64	11.11	11.06
Ford	107106	28.90	107106	114452	93.58	28.90	29.38
Freightliner	1852	.50	1852	1769	104.69	.50	.45
G.M.C.	25668	6.93	25668	28003	91.66	6.93	7.19
Hino	167	.05	167	140	119.29	.05	.04
Isuzu	7626	2.06	7626	6262	121.78	2.06	1.61
Iveco	164	.04	164	139	117.99	.04	.04
Jeep	18876	5.09	18876	17940	105.22	5.09	4.61
John Deere	448	.12	448	354	126.55	.12	.09
Kenworth	1570	.42	1570	888	176.80	.42	.23
Mack/Midliner	1844	.50	1844	1461	126.21	.50	.38
Mercedes Benz	169	.05	169	215	78.60	.05	.06
Mitsubishi	3487	.94	3487	4661	74.81	.94	1.20
Navistar	5495	1.48	5495	6993	78.58	1.48	1.80
Nissan	13504	3.64	13504	14855	90.91	3.64	3.82
Peterbilt	1377	.37	1377	1110	124.05	.37	.29
Plymouth	13225	3.57	13225	13030	101.50	3.57	3.35
Pontiac	-	-	-	-	-	-	-
Scania	13	-	13	9	144.44	-	-
Volvo	131	.04	131	139	94.24	.04	.04
Western Star	137	.04	137	112	122.32	.04	.03
White	23	.01	23	626	3.67	.01	.16
WHITEGMC	1823	.49	1823	56	-	.49	.01
Other Imports	30176	8.14	30176	37507	80.45	8.14	9.63
Miscellaneous Domestic	191	.05	191	211	90.52	.05	.05
U. S. Total	370651		370651	389281	95.21		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	4
Chevrolet	55517	36080	1372	155	9	588	632	24
Chrysler	-	-	-	-	-	-	-	-
Dodge	32183	9009	-	-	-	-	-	-
Ford	51993	43493	-	1713	-	605	2319	983
Freightliner	-	-	-	-	-	-	-	1852
G.M.C.	12434	11175	145	120	340	527	830	41
Hino	-	-	4	-	31	41	91	-
Isuzu	7137	-	328	48	13	23	77	-
Iveco	-	-	112	34	15	3	-	-
Jeep	18586	190	-	-	-	-	-	-
John Deere	-	1	39	338	70	-	-	-
Kenworth	-	-	-	-	-	-	27	1543
Mack/Midliner	-	-	-	-	-	114	181	1549
Mercedes Benz	-	-	-	-	-	86	83	-
Mitsubishi	3205	-	178	-	48	50	8	-
Navistar	-	-	-	12	11	1270	1734	2468
Nissan	13393	-	21	-	51	11	26	-
Peterbilt	-	-	-	-	-	-	42	1335
Plymouth	13225	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	13
Volvo	-	-	-	-	-	-	125	6
Western Star	-	-	-	-	-	-	-	137
White	-	-	-	-	-	-	-	23
WHITEGMC	-	-	-	-	-	-	-	1829
Other Imports	30044	132	-	-	-	-	-	-
Miscellaneous Domestic	-	43	-	-	-	-	-	148
Total	237877	100123	2201	2420	586	3314	6175	11955
1988 Total	255386	108375	1978	1073	648	5244	7075	9505
1989 vs '88	93.14	97.92	111.27	225.54	90.43	63.20	87.31	125.78

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC BADGE/RE IMPORTS				
Chevrolet Sprint/Geo Metro	3348	.46	5301	.68
Chevrolet Spectrum	4431	.60	5551	.71
Chrysler Conquest	508	.07	608	.08
Dodge Colt DL SW	2354	.32	2935	.37
Dodge Colt Vista SW	623	.09	716	.09
Eagle Medallion	725	.10	2659	.34
Eagle Summit	1585	.22	-	-
Ford Festiva	6125	.84	4519	.58
GM Lotus	16	-	6	-
L-M XR4	322	.04	419	.05
L-M Scorpio	1581	.22	304	.04
Mercury Capri	-	-	-	-
Mercury Tracer	3472	.47	4320	.55
Plymouth Colt DL SW	2227	.30	2643	.34
Plymouth Colt Vista SW	553	.08	657	.08
Pontiac LeMans	5160	.70	3321	.42
T/C by Maserati	14	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	33044	4.51	33959	4.33
OTHER IMPORTS				
Acura	9869	1.35	9762	1.25
Audi	1336	.18	1887	.24
BMW	5961	.82	5797	.74
Honda	46837	6.39	53464	6.82
Hyundai	15848	2.16	20802	2.65
Mazda	16145	2.20	19398	2.48
Mercedes Benz	5536	.76	6540	.83
Mitsubishi	4937	.67	4363	.56
Nissan	34400	4.69	33413	4.26
Saab	2368	.32	3211	.41
Subaru	9941	1.36	13217	1.69
Toyota	47817	6.52	55222	7.05
Volkswagen	8337	1.14	13725	1.75
Volvo	8120	1.11	6257	.80
Yugo	1198	.16	2625	.34
Others	6076	.83	7402	.94
Total Other Imports	224746	30.67	257085	32.81
GRAND TOTAL ALL IMPORT CARS	257790	35.18	291044	37.15

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	2582	.70	3834	.98
Dodge RAIDER	665	.18	1070	.27
Chevrolet GEO TRACKER	787	.21	-	-
OTHER IMPORTS				
Isuzu	7137	1.93	5901	1.52
Mazda	8337	2.25	7974	2.05
Mitsubishi	3205	.86	4516	1.16
Nissan	13393	3.61	14771	3.79
Subaru	-	-	8	-
Suzuki	2630	.71	5488	1.41
Toyota	18477	4.99	22983	5.90
Volkswagen	320	.09	728	.19
Others	412	.11	326	.08
Total Other Import Trucks	53911	14.54	62695	16.11
GRAND TOTAL ALL IMPORT TRUCKS	57945	15.63	67599	17.37

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4953888
1988	10477863	5209267

(1) REVISED 10/85
(2) REVISED 11/88

R. L. POLK & CO.

R.1-89

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